

*The Selden
Motor Truck*



The Selden Motor Truck

*Selden Truck Sales Co.
Rochester, N.Y.*



THE New Era of transportation has arrived. The economy and efficiency of the Motor Car for commercial purposes has been established beyond question.

Fortunately it has been possible to gather a fund of reliable information concerning the successful operation of the Motor Truck covering a period of several years, so that there is no longer any room for argument as to its economic value.

No attempt has been made by the designers of the Selden Truck to depart from well established and successful principles of construction. On the contrary it has been their definite policy to study the practices of successful truck manufacturers and to benefit by their experience wherever possible. As a result of this policy the Selden Truck embodies only those features that have proved their efficiency and practical value while the structural weaknesses and undesirable features disclosed in the light of experience have been avoided and eliminated.

Careful inspection of the Selden Truck and detailed comparison of its specifications with those of other trucks of like capacity will show the fact that the Selden Truck is a sturdy, powerfully built car, every part of which is constructed with a large factor of safety and with due regard for the rigid requirements of high duty commercial service. The Selden Truck is built to render the highest degree of service at a minimum of cost.

THE SELDEN SALES PLAN

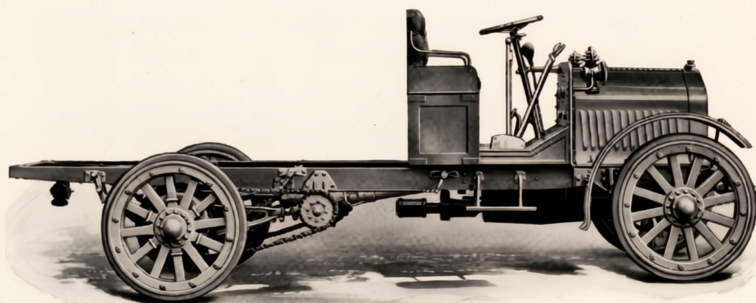
In order to place the motor truck, which is to-day a real business necessity, within reach of merchants, manufacturers and all those engaged in business that demands an up-to-date, efficient means of transportation, THE SELDEN TRUCK SALES COMPANY HAS INAUGURATED THE PLAN OF SELLING TRUCKS ON A TIME PAYMENT BASIS. The greatest obstacle in the way of an enormous increase in the sale of motor trucks is the lack of ready capital.

There are thousands of prospective buyers who have long felt the need of better transportation facilities than those with which they are now provided, but who have never found it convenient to take from their business the necessary funds to purchase trucks on a cash basis.

This condition furnishes the motive back of the Selden Sales plan. With the large financial resources necessary for such an enterprise and with a truck superior to any in its class, the Selden Truck Sales Company is able to sell commercial cars on the same basis as any other commodity or business necessity.

THE SELDEN SALES PLAN PROVIDES FOR A MODERATE CASH PAYMENT ON DELIVERY OF TRUCK, AND THE BALANCE IN EASY MONTHLY PAYMENTS. The Selden Truck once put into service easily earns its cost.

SELDEN TRUCK SALES COMPANY



Chassis with Driver's Seat

CHASSIS

The most striking features of the Selden chassis are its sturdy construction, the accessibility of all working parts and its extreme simplicity of construction.

The frame which is a vital part of any car is unusually strong and well proportioned. It is built to provide full carrying capacity without depending upon heavy body sills for necessary strength and rigidity. It is made of cold rolled steel of channel section $5 \frac{5}{8}$ inches deep and $\frac{3}{16}$ of an inch thick.

The front cross member is easily detachable together with the radiator, so that the whole power plant can be quickly removed as a unit in case of accident when repairs or replacements are necessary. Every part that needs frequent attention is so arranged as to be easily accessible, and every facility is afforded for the proper care of the car so that there is no room for excuse on the part of the man responsible for its care for neglect to do his duty.

TRANSMISSION

The Transmission used with the Selden unit power plant is of the selective type with three forward speeds and reverse.

The Shafts and gears are made of heat-treated nickel steel, carefully machined and are especially smooth and quiet in operation. The transmission case is bolted to and is supported by the motor according to the best practice in unit power plant construction. This construction keeps the transmission and motor in perfect alignment regardless of strains produced by uneven loading of the truck.

The control lever together with the emergency brake lever is located in the center of the car at the right hand of the driver, while the driver's seat and steering wheel are placed on the left side. The spark and throttle-control levers are conveniently located under the steering wheel.

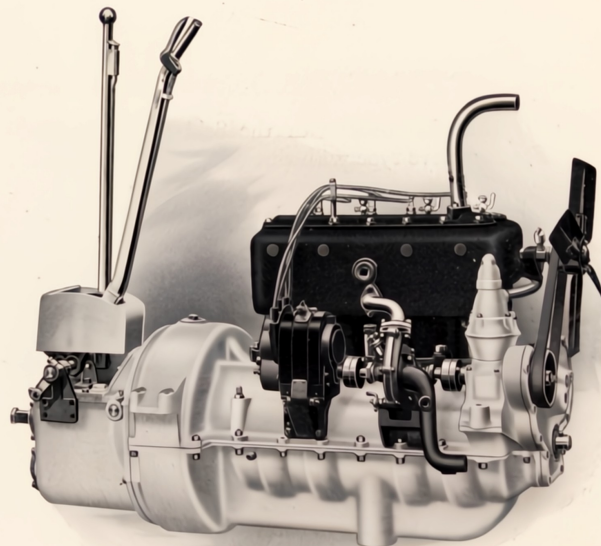
AXLES

The front axle is a heavy steel, one-piece forging of I-beam section, is heat treated and measures $1 \frac{3}{4}$ inches by 3 inches with $\frac{3}{8}$ inch web.

The rear axle is also a one-piece forging, heat treated, and of unusually strong construction for a one ton truck. It is rectangular in shape and measures 2 inches by $2 \frac{3}{4}$ inches.

WHEELS

The Wheels are of stronger construction than is found in trucks of this class, each having twelve square spokes of two inch section and made of the best second-growth hickory. The wheels conform to the S. A. E. standard specifications and provide for interchangeability of tires of different makes. They also allow a quick application of new tires when necessary.



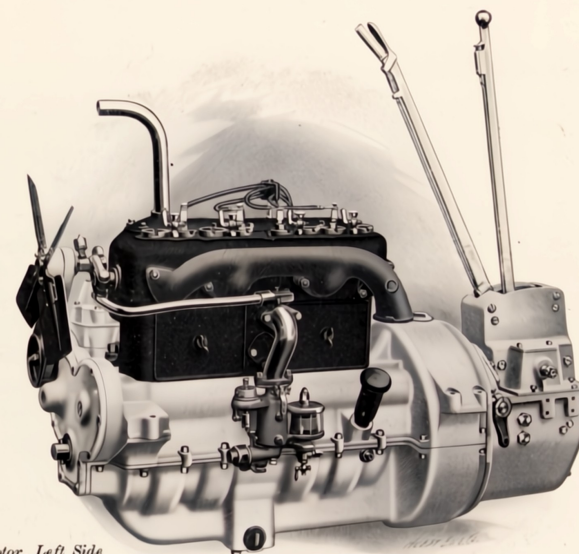
Motor, Right Side

MOTOR

The Motor is of the four cylinder, vertical type with long stroke. The cylinders are cast en bloc and valves are all on one side enclosed by a metal cover which prevents unnecessary wear on valve stems, valve lifts and guides by excluding all dust and dirt. The bore and stroke are $3 \frac{3}{4}$ " x $5 \frac{1}{4}$ ".

The motor, clutch and transmission forming a complete unit are mounted on a sub-frame, the motor being located under the hood and the clutch and transmission within easy reach under the floor board in front of the driver's seat.

The motor lubrication is effected by means of a plunger pump, which is positive in operation, driven by an eccentric from the cam shaft. The oil is pumped from a large reservoir beneath the crank case through copper tubes to the timing

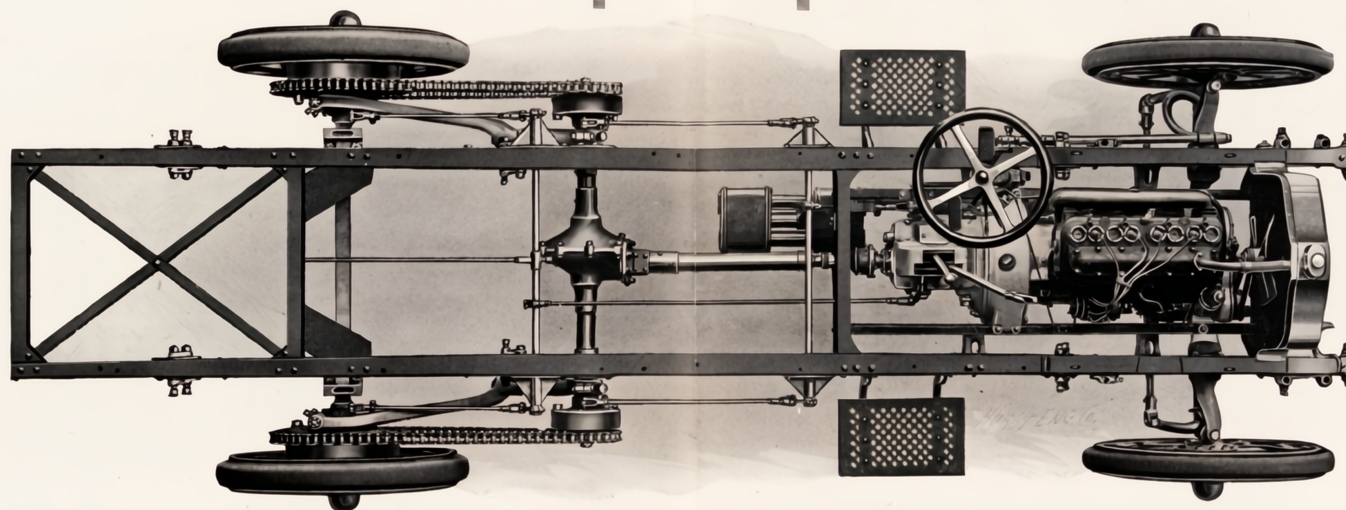


Motor, Left Side

gears and to the rear main bearing. From there it flows to the crank case where it is always maintained at the proper level for the splash lubrication of the pistons, connecting rod and crank shaft bearings.

The ignition is by dual system consisting of a high tension magneto and dry batteries. The cooling is effected by a special vertical tube radiator of large size and of extra strong construction to provide against injury from the severe use in commercial service, and by a gear driven pump.

The Selden motor is equipped with a governor which regulates the maximum speed at which the car can be driven. It is an extremely simple device which requires no attention except oiling. It is sealed so that it can not be adjusted by unauthorized persons without detection.



JACKSHAFT

The Jackshaft is of the semi-floating type running on high duty roller bearings. The differential and driving gears are of unusually rugged construction and are provided with an adjustment for wear by means of a nut back of the thrust bearing. The drive shafts are of special alloy, heat treated steel $1\frac{3}{8}$ inches in diameter.

The Jackshaft is fastened to the frame by spherical bearings so that it is not affected by distortion of the frame caused by extreme road conditions.

BRAKES AND SPROCKETS

The Service Brake operating on the jackshaft is of the internal expanding type, 10 inches by $1\frac{3}{4}$ inches, having a specially tough asbestos lining which can easily be replaced when worn.

The Sprockets on the jackshaft are unusually large, having 23 teeth, thus minimizing the wear both on the chain and sprocket. The sprockets are held in place by bolts and can be easily removed when necessary without disturbing other parts.



Express Body with Screened Top

RADIUS RODS

The Radius Rods are of heavy construction, designed to withstand the heavy strains to which this part of a car is subjected. The forward end of the rod is connected to the jackshaft by means of a large spherical bearing so that no twisting strains are transmitted from the rear axle to the jackshaft and frame. This bearing is provided with a grease cup which insures ample lubrication. A large right and left screw is provided for adjustment of length of radius rod for taking up stretch in chain when necessary. This adjustment is extremely simple and accessible. The radius rod pin, by means of which the rod is held to the rear axle, is of a size used on trucks of larger capacity in order to provide great strength at this vital point and to eliminate undue wear and consequent noise common to many trucks now on the market.



Express Body with Top and Curtains

CLUTCH

The Clutch is of the multiple disc type consisting of thirteen steel discs, six of which are faced with raybestos and which operate against the plain steel faces of the other seven. This clutch is the smoothest, the most efficient and requires less care than any other type made.

The rear sprockets have fifty-one teeth. They can be easily removed from the wheels when necessary.

The emergency brakes are of the internal expanding type sixteen inches in diameter with a 2 inch face and are provided with linings which can be easily renewed in case of wear.

The hub flanges are of extra large diameter and are held in place by twelve strong bolts.

The wheel bearings of large size are of the taper roller type operating on 2 inch spindles on the front axle and 2 1/8 inch spindles on the rear axle.



Flare Board Express Body

LUBRICATION

Realizing the importance of proper lubrication and the fact that the life of a car is to a great extent dependent upon it, the designers of the Selden Truck have provided ample means for meeting this condition. Grease cups are located at every point where lubrication is necessary and are easily accessible.

BODIES

Two lengths of chassis are furnished in order to provide for a wide range of body sizes. Model J has a wheelbase of 125 inches which allows a maximum length of loading space of 102 inches behind seat. Model JL has a wheelbase of 145 inches with a maximum loading space of 122 inches. The frame width is 32 inches. Without using bolsters, the maximum body width is 48 inches. With a three-inch bolster a body 52 inches wide can be used. A bolster 10 1/2 inches high will raise body sufficiently to clear wheels and



Stake Body

allow any width of body desired. Height of chassis loaded is 31 inches from the ground at the rear end thus providing an unusually low loading platform which is very desirable when loading heavy freight.

Many purchasers of trucks desire to have bodies made by local builders to suit their own special requirements so that it is usual to quote price on chassis only, with driver's seat, lamp equipment and tools.

For the accommodation of our customers, however, we keep in stock a line of bodies of the prevailing types which afford a wide range of sizes from which to make selection and which we will furnish at reasonable prices.

Purchasers are requested to state the purpose for which trucks are to be used, the character of the loads to be carried and the conditions under which they are to be operated in order that we may give the benefit of the experience of our expert engineers in the selection of the proper body equipment.

Standard Chassis in either short or long wheelbase, designated as Model J and Model JL, respectively, in priming coat, with driver's seat and equipment . .	\$2000.00
Model J Stake body.	125.00
" " " " " " " " " "	150.00
" J Furniture " " " " " "	125.00
" JL " " " " " "	150.00
" J Flare board Express " " "	100.00
" JL " " " " " "	125.00
Top and Curtains for Express and Furniture Bodies, extra	65.00
Wire Screens for Flare board Express Bodies extra	25.00

SPECIFICATIONS IN BRIEF

AXLES. Front, 1-beam, forging 1½" x 3"x ⅜" web. Rear, solid forging 2"x 2¼". Both heat treated.

BRAKES. Foot pedal operates internal brakes on jackshaft. Emergency lever operates 16" internal brakes on rear wheels.

CAPACITY. 2000 pounds.

CLUTCH. Multiple disc, dry plate. Integral with transmission.

COOLING. Vertical tube radiator; circulation by positive driven centrifugal pump and fan mounted on Motor.

DRIVE. The drive from Unit Power Plant is through universal joint to jackshaft; then by side chains to rear axle.

EQUIPMENT. Three oil lamps, horn, jack and set of tools; driver's seat.

FRAME. Pressed steel channel section 5⅝" deep. Bumper in rear. Front cross member detachable so as to facilitate removal of Unit Power Plant.

GASOLINE TANK. Drawn seamless steel. Capacity 20 gallons.

HEIGHT OF FRAME. Frame 31" from ground when loaded.

HORSE POWER. 23 H.P. (S.A.E.)

IGNITION. Dual. Magneto driven at crank-shaft speed.

JACKSHAFT. The jackshaft is of the semi-floating type. The drive shafts are 1½" diameter of alloy steel, and heat treated. Bevel gear type and differential. Five Pitch Driving Gears, High duty Roller Bearings throughout.

LOADING SPACE. The available space back of driver's seat is 8' 6" on the short wheelbase and 10' 2" on the long wheelbase.

MOTOR. Four cylinder vertical, cast "en bloc," Unit Power Plant type. Bore 3¼" x stroke 5¼". Maximum speed 1150 controlled by sealed governor.

SPEED. Sixteen miles per hour maximum allowed by governor.

SPRINGS. Front 42" long, 2¼" wide. Rear 48" long, 2½" wide. Semi-elliptic both front and rear.

SPEED CHANGE. The control levers are placed in the center and steering gear on the left. This arrangement gives easy access in and out of the driver's seat from the right-hand curb.

STEERING GEAR. Worm and nut type. 18" wheel.

TRANSMISSION. The transmission is of the selective sliding gear type, having three speeds forward and one reverse. The gears and shafts are of ample proportions, and are made from heat treated nickel steel. Taper roller bearings are used throughout the transmission.

TREAD. 56" front, 60" rear.

TIRES. Solid rubber front 36x3½, solid rubber rear 36x4. S.A.E. demountable.

WHEELS. Wheels are artillery type, hickory, twelve 2" spokes. S.A.E. rims are furnished as standard, allowing detachable tire rims to be used.

WHEELBASE. Optional. 125" or 145".

WEIGHT OF CHASSIS. Less tires and rims 3100 pounds.

PRICE. Chassis, \$2000. F. O. B., Rochester, N. Y. We can furnish several types of bodies and will quote prices upon application.

WARRANTY

"We warrant the new motor trucks manufactured by us to be free from defects in material and workmanship, this warranty being limited to making good at our factory any part or parts thereof which shall within ninety (90) days after delivery of the truck to the original purchaser, be returned to us with the transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective.

"The warranty shall not apply to any truck which shall have been repaired or altered outside of our factory, in any way so as, in our judgment, to affect its stability or reliability, nor to any truck which has been operated at a speed exceeding the factory rated speed, or loaded beyond the factory rated load capacity, or which has been the subject of other misuse, negligence or accident.

"We make no warranty whatever in respect to tires, rims, ignition apparatus, lamps, gas tanks, signaling devices, generator, batteries or other trade accessories, inasmuch as they are usually warranted separately by their respective manufacturers.

"The foregoing obligation to make good any defective parts returned as herein provided is in lieu of all other warranties expressed or implied, and of all other obligations or liabilities on our part, and we neither assume nor authorize any other person to assume for us any other liability in connection with the sale of our trucks."

SELDEN TRUCK SALES COMPANY.



